

PRE-SESSION MEETINGS
Media and Policy Meeting Options
(As of Monday, November 30, 2009)

Please select which options you'd like to do. We have included options for both policy and communications.

POLICY

PERS

- ☐ Meet with select board members, Stringer, Kirby, Pat Robertson prior to Dec. 9th PERS sustainability meeting

EDUCATION

- ☐ Meeting with CJC presidents
- ☐ IHL merger meeting with Kelvin Buck, Alice Harden, Doug Davis, HBCU presidents
- ☐ Meet with Cecil Brown, Videt Carmichael re: education proposals (school district consolidation, education commission, MS School for the Arts)
 - o If including MS School for the Arts, would you like to invite Cindy Hyde Smith to this meeting?
- ☐ Meet with Dr. Burnham re: school consolidation, K-12 budget

PUBLIC SUPPORT

- ☐ Roundtable discussion with friendly orgs i.e., MS Center for Public Policy (Forest); NFIB (Ron); MMA (Jay); MEC (Blake/Jason).

GOP

- ☐ Conference call with GOP county chairmen, Republican women, other party activists to discuss budget, good government, "need their help"
- ☐ Meet with Conservative Coalition and other legislators to re-emphasize need to pass a responsible budget, 2011 is an election year
 - o Reminder: You will be able to discuss these issues casually at the legislative Christmas reception at the Mansion

HEALTH INSURANCE EXCHANGE

- ☐ Meet with Walter Robinson

MENTAL HEALTH/MEDICAID

- ☐ Meet with Holland, Hob, Joe Warren, Dirk Dedeaux, Terry Burton re: mental health proposals and Medicaid (without Dr. Bob or Ed LeGrand)

CORRECTIONS

- ☐ Meet with Epps, Willie Simmons, Bennett Malone

STATE PERSONNEL BOARD

- ☐ Meet with Terry Brown, Linda Coleman (chairs of Fees and Salaries)

OAKLEY

- ☐ Meet with Gray Tollison, Michael Watson (both Jud B), Earle Banks (Juvenile Justice chair)

VETO

- ☐ Meet with select legislators regarding veto issues

COMMUNICATIONS

To support and complement the policy initiatives, and in order to maximize the Governor's time, here are some communications options for consideration.

ALREADY PLANNED

Tuesday, December 1

Tape four videos focusing on:

- Budget overview
- K-12
- IHL
- PERS

(At least three other videos are planned – Medicaid; mental health; protect rainy day fund - no new taxes.)

Thursday, December 3

2 p.m., press conference to announce additional FY2010 budget cuts

EDITORIAL BOARD INTERVIEWS

- ☐ Clarion-Ledger
- ☐ Sun-Herald
- ☐ NE Mississippi Daily Journal
- ☐ Fly-arounds for "town hall-type" meetings to coincide with editorial boards

TV INTERVIEWS

- ☐ WLOX
- ☐ WLBT
- ☐ WTVA

- ☐ WTOK

RADIO

- ☐ Call-in or in-studio interviews with Gallo and Sid on Supertalk
- ☐ Call in or in-studio with Bishop Black (coast)

ADVERTISEMENT

Google ads (These are in the works)

PUBLIC SUPPORT

- ☐ Letters to the editor from people who support various elements of the EBR
- ☐ Real-time blog or e-mail session featuring Governor responding to questions from taxpayers, live – see below for more details:
 - o Use Ustream.tv to answer questions through a live video stream (Laura will test the concept this week). To maintain control over questions, set up an e-mail account for questions and answer those questions through the live stream. If yes, we will reach out to Brad/GOP (especially Young Republicans) to participate.

PRESS CONFERENCES

- ☐ Press conference to announce Education Study Commission
- ☐ Press conference with, for example, NFIB, MMA, Mississippi Center for Public Policy, on need to balance the budget; encourage others with proposals to come forward
- ☐ Press conferences with taxpayers who support the Governor's proposals
- ☐ Press conference with Republican legislators at GOP headquarters to announce "pledge" to support budget containing core conservative principles (limited use of rainy day fund; no special fund raids; no tax or fee increases)

PRESS RELEASES/OP-ED

- ☐ Press release on health insurance exchange
- ☐ Press release on "prudent governing" and the underlying EBR themes
- ☐ Op-ed in daily newspapers to be published on Sunday, Jan. 3, 2010